

# **Rockville Science Center**

Charrette

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Rockville Senior Center

# **Feasibility Study Team**

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# **Participant Introductions**

# **Feasibility Study Process**

## **Phase I – Defining the Science Center**

- Refine the process of the study
- Mission/Purpose/Objectives
- Strategic Niches and Target Audiences
- Strategic Partnerships
- Exhibits, Programs, Activities & Services
- Facility Design
- Construction Costs
- Operating Pro-Forma
- Benefits
- Comparable Institutions
- Local Institutions
- Interim Facility

# **Feasibility Study Process – Phase II - Site Needs and Opportunities**

- Site Requirements
- Site Identification
- Land Acquisition Costs

# **Feasibility Study Process**

## **Phase III – Funding Options and Opportunities**

- Construction Funding
- Operational Funding

# Outcomes of this charrette

- Develop a common vocabulary
- Participants' input on critical initial matters
- Strategic niche for the Rockville Science Center
- What resources are here

# **Introduction to the Universe of Science Centers**



# **Informal vs. Formal**

- Location – out of classroom
- Style/approach - experiential

# How to be Informal

- Exhibitions and Programs for Content Delivery
- Examples

# Danville Science Center, VA



# ECHO Center, Burlington, VT



# Exploration Place, Wichita, KS





# Exploration Place, Wichita, KS



# Science Museum of Minnesota, St. Paul



# McWane Center, Birmingham, AL





# McWane Center, Birmingham, AL



# Science Museum of Virginia, Richmond



# Austin Children's Museum, Texas



# Management and Governance

- Range of Mechanisms
- Public vs. Private
- Nonprofit
- Examples

# Funding

- Various Sources
- ASTC Numbers

# Operating Revenue Sources

Total Earned Income	48%
Public Funds	17%
Private Funds	35%

Source: ASTC 2001

# Earned Income Sources

Admission Tickets	33%
Education Fees	22%
Ancillary Services	21%
Memberships	12%
Interest	6%
Other	6%

Source: ASTC 2001

# Issues & Challenges I

- Science Center Model
  - Exhibits
  - Attendance/Revenue
  - Temporary Exhibitions
  - Imitation



# Issues & Challenges II

- Environment
  - Social Change: Families, Demographics
  - Public Expectations/Attitudes
  - Accountability
  - Technology/Internet
  - Competition

# Opportunities & Trends

- Community Engagement
- New Audiences
- Internet
- Social Enterprise
- Collaboration
- Innovation

# Open Discussion

- Who are the target audiences?  
Priorities?
- What are the intended outcomes  
for each audience?
- What is the mission/purpose of  
the Rockville Science Center?

# Breakout I

- What strategies should the Rockville Science Center use to engage each of the identified target audiences?
- What might be the exhibit and program emphases?

# Breakout II

- What niche should the Rockville Science Center fill in the metropolitan area? In Montgomery County? In Rockville?
- What are the benefits to each of these communities?

# Breakout III

- Given the niche as discussed, what resources, supporters and partners could enhance the impact of the Rockville Science Center? Who are major prospects for funding?
- Should the Rockville Science Center pursue an interim facility? If so, where?

# Wrapup

- What else should we know/investigate?
- Potential pitfalls
- Additional people/organizations we should talk with
- More likely supporters and partners
- Essential that this be a broadly-based effort
- Next steps